

What is claimed is:

1. A method of producing woven flooring, such as, area rugs, runners, carpets, rugs, broadloom, wall to wall, carpet tiles, or the like, comprising the steps of:

5 weaving a woven substrate with a yarn which is at least one of all white (no dye applied), pre-dyed with a single color, pre-dyed with multiple colors, naturally colored, and chemically treated to absorb dyes differently in selected areas of the carpet.

10 dying or printing at least one of a background color, design, pattern, border, or the like on the woven substrate,

15 and cutting or forming the dyed or printed woven substrate into a completed item or product such as an area rug, runner, floor mat, carpet tile, carpet, rug, or the like.

2. The method as recited in claim 1, wherein the woven substrate is a woven carpet substrate.

- 20 3. The method as recited in claim 1, wherein the DPI of the applied design is greater than the DPI of the woven carpet substrate.

4. The method as recited in claim 3, wherein the DPI of the design is at least 10X10 and the DPI of the woven carpet is less than 10X10.

5. A woven flooring product, such as an area rug, runner, floor mat, carpet, rug, or the like produced by the process of claim 1.

6. A woven flooring material or item, such as, broadloom carpet, wall to wall carpet, an area rug, carpet, rug, runner, mat, broadloom, or the like having at least one of a background color, design, pattern, over color, or the like printed or dyed on a woven carpet substrate woven from a yarn which is at least one of all white (no dye applied), pre-dyed with a single color, pre-dyed with multiple colors, naturally colored, chemically treated yarn, or the like.

15 7. A method of producing sisal-like woven flooring, such as, area rugs, runners, carpets, rugs broadloom, wall to wall, carpet tiles, or the like, comprising the steps of:

weaving a woven substrate with a yarn which is at least one of all white (no dye applied), pre-dyed with a single color, pre-dyed with multiple colors, naturally colored, and chemically treated to absorb dyes differently in selected, random or arbitrary areas of the carpet.

dying or printing at least one of a background color, design, pattern, border, or the like on the woven substrate, and

cutting or forming the dyed or printed woven substrate into a completed sisal-like item or product such as an area rug, runner, floor mat, carpet tile, carpet, rug, or the like.

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8. The method as recited in claim 7, wherein the woven substrate is a woven carpet substrate.

9. The method as recited in claim 7, wherein the DPI of the applied design is greater than the DPI of the woven carpet substrate.

10. The method as recited in claim 9, wherein the DPI of the design is at least 10X10 and the DPI of the woven carpet is less than 10X10.

15 11. A sisal-like flooring product, such as an area rug, runner, floor mat, carpet, rug, or the like produced by the process of claim 7.

12. A sisal-like flooring material or item, such as, broadloom carpet, wall to wall carpet, an area rug, carpet, rug runner, mat, broadloom, or the like having at least one of a 20 background color, design, pattern, over color, or the like printed or dyed on a woven or tufted carpet substrate woven from or tufted with a yarn which is at least one of all white (no dye applied), pre-dyed with a single color, pre-dyed with multiple colors, naturally colored, chemically treated yarn, or the like.

13. A method of producing woven looking flooring, such as area rugs, runners, carpets, rugs, broadloom, wall to wall, carpet tiles, or the like, comprising the steps of:

chemically treating a substrate having a face yarn which is at least one of all white (no dye applied), pre-dyed with a single color, pre-dyed with multiple colors, and naturally colored to absorb dyes differently in selected, random or arbitrary areas of the carpet,

dyeing or printing at least one of a background color, design, pattern, border, or the like on the treated substrate,

and cutting or forming the dyed or printed substrate into a completed item or product such as an area rug, runner, floor mat, carpet tile, carpet, rug or the like.

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14. The method as recited in claim 13, wherein the substrate is at least one of a bundled, tufted and woven carpet substrate.

15. The method as recited in claim 13, wherein the DPI of the applied design is greater than the DPI of the carpet substrate.

16. A flooring product, such as an area rug, runner, floor mat, carpet, rug, or the like produced by the process of claim 13.